

Subject: Re: FOR REVIEW: IAP Transition Plan for Books
From: Phillip Shoemaker <[REDACTED]>
Received(Date): Wed, 22 Dec 2010 07:43:53 -0800
Cc: Ron Okamoto [REDACTED], Chris Bledsoe [REDACTED]
To: Shaan Pruden [REDACTED]
Date: Wed, 22 Dec 2010 07:43:53 -0800

Looks good.

The one change is regarding periodical subscriptions found in Zinio, Nook and Kobo. According to Phil, these should move over to IAP for that content immediately.

On Dec 21, 2010, at 3:46 PM, Shaan Pruden wrote:

Ron,

Here is the proposal for the transition to IAP in the Books category.

Would like to move forward as soon as Phil has his calls with Amazon and B&N tomorrow.

Shaan

1. Messaging

Current Apps

- Must migrate from current business model to IAP by June 30, 2011**
- Updates on a case by case basis. Bug fixes and customer satisfaction issues only. No new features.**

New Apps

- No longer allowing business models outside App Store.**
- App will not be approved.**
- Current apps in the store will be migrating to IAP (no timeframe given.)**

2. Targets

2.1 In Review

Pearson eText

SUBMITTED 12/20

Allows students to access educational content from their school district servers

2.2 Coming Soon

Inkling

TARGET SUBMISSION: January 2011

Allows districts to purchase content and make it available to students

Houghton Mifflin Harcourt (HMH) Fuse

TARGET SUBMISSION: January 2011

Allows students to access content on a district level

2.3 Shipping

Amazon Kindle

<http://itunes.apple.com/us/app/kindle/id302584613?mt=8>

Barnes & Noble Nook

<http://itunes.apple.com/us/app/barnes-noble-nook-for-iphone/id384910586?mt=8>

Kobo

<http://itunes.apple.com/us/app/id301259483?mt=8>

Lexcycle Stanza

<http://itunes.apple.com/us/app/stanza/id284956128?mt=8>

Fictionwise, eReader

<http://itunes.apple.com/us/app/ereader/id284499993?mt=8>

Borders, eBooks

<http://itunes.apple.com/us/app/borders-ebooks/id368067444?mt=8>

Bluefire Productions

Bluefire Reader

<http://itunes.apple.com/us/app/bluefire-reader/id394275498?mt=8>

BAM Reader

<http://itunes.apple.com/us/app/bam-reader/id402581709?mt=8>

eBooks.com, Ebook Reader

<http://itunes.apple.com/us/app/ebook-reader/id381260755?mt=8>

Skyscape

Skyscape Medical Resources

<http://itunes.apple.com/us/app/skyscape-medical-resources/id293170168?mt=8>

ACC Pocket Guidelines

<http://itunes.apple.com/us/app/acc-pocket-guidelines/id307934258?mt=8>

mobilePDR for Prescribers

<http://itunes.apple.com/us/app/mobilepdr-for-prescribers/id382594350?mt=8>

Unbound Medicine, Inc.

Journals@LWW

<http://itunes.apple.com/us/app/journals-lww/id376885782?mt=8>

Control of Communicable Diseases Manual for Mobile + Web

<http://itunes.apple.com/us/app/control-communicable-diseases/id361777667?mt=8>

Medicine Central

<http://itunes.apple.com/us/app/medicine-central/id350347587?mt=8>

Emergency Central

<http://itunes.apple.com/us/app/emergency-central/id348981406?mt=8>

Anesthesia Central

<http://itunes.apple.com/us/app/anesthesia-central/id347656772?mt=8>

Evidence Central

<http://itunes.apple.com/us/app/evidence-central/id341128190?mt=8>

Lexi-Comp

Lexicomp

<http://itunes.apple.com/us/app/lexi-comp-individual-application/id313401238?mt=8>

Lexi-Comp Institutional Application

<http://itunes.apple.com/us/app/lexi-comp-institutional-application/id310653787?mt=8>

Epocrates

Epocrates

<http://itunes.apple.com/us/app/epocrates/id281935788?mt=8>

[Mekentosj.com](http://mekentosj.com)

Papers

<http://itunes.apple.com/us/app/papers/id304655618?mt=8>

HealthMap

Plos Medicine

<http://itunes.apple.com/us/app/plos-medicine/id362137769?mt=8>

Tom Brow

Plos Reader

<http://itunes.apple.com/us/app/plos-reader/id370880976?mt=8>

ReferencesOnTap

PubMed on Tap

<http://itunes.apple.com/us/app/pubmed-on-tap/id301316540?mt=8>

3. Outreach Plan

Contact target developers with telephone calls beginning Wednesday, December 21st.

PX-0108.5